

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

2TX341
.F615
Cap. 2

PERIOD. READ. RM.

Food and Nutrition

February 1974 • Volume 4 • Number 1

U.S. DEPT. OF AGRICULTURE
NAT'L AGRI. LIBRARY
RECEIVED

JUN 20 '74

REFERENCE SECTION
SERIAL RECORDS



School Lunch
for
Australia Island

SO OTHERS MIGHT EAT

By Herbert Mangrum

YOU SEE THEM everywhere. On the streets of big cities and small towns. Men and women without hope, confused and homeless.

They sometimes share a bottle of cheap wine, and criticize a society that does not appear to care whether they, the winos, the panhandlers, live or die.

For the drifters on one skid row area in Washington, D.C. however, there's a place that offers hot food,

shelter, and opportunities to help themselves—and each other. Called SOME (So Others Might Eat), it's a soup kitchen that serves over 4,000 meals a month free to anyone who needs them.

Located within easy walking distance of the U.S. Capitol building, SOME is run by a private organization that serves the needs of indigent alcoholics and the poor. The executive director of SOME is Dr.

Veronica Maz, a Ph.D. sociologist who gave up a career as a college instructor to devote all of her time to practical sociology.

For over 2 years SOME has been providing food, clothing, shelter, referral and counseling services for poor and homeless men and women. Since 1971 the organization has served more than 100,000 meals made with leftovers such as unsold chickens and day-old bread from



The kitchen is buzzing with activity as more than 200 men and women arrive for lunch. The thick chicken soup is served by SOME director, Dr. Maz (right), volunteers like Gene Pitman (above), as well as many of the participants in the SOME program.



SO OTHERS MIGHT EAT

By Herbert Mangrum

YOU SEE THEM everywhere. On the streets of big cities and small towns. Men and women without hope, confused and homeless.

They sometimes share a bottle of cheap wine, and criticize a society that does not appear to care whether they, the winos, the panhandlers, live or die.

For the drifters on one skid row area in Washington, D.C. however, there's a place that offers hot food,

shelter, and opportunities to help themselves—and each other. Called SOME (So Others Might Eat), it's a soup kitchen that serves over 4,000 meals a month free to anyone who needs them.

Located within easy walking distance of the U.S. Capitol building, SOME is run by a private organization that serves the needs of indigent alcoholics and the poor. The executive director of SOME is Dr.

Veronica Maz, a Ph.D. sociologist who gave up a career as a college instructor to devote all of her time to practical sociology.

For over 2 years SOME has been providing food, clothing, shelter, referral and counseling services for poor and homeless men and women. Since 1971 the organization has served more than 100,000 meals made with leftovers such as unsold chickens and day-old bread from

supermarkets. Now, thanks to the efforts of a Food and Nutrition Service employee, who works as a volunteer at SOME, the group also receives a number of food items from USDA.

The organization depends entirely on volunteers for its existence. SOME has no regular funding for paying its many expenditures—utilities, transportation to and from hospitals, and pick-up of foods

donated for the soup kitchen. With the exception of the Executive Director, the entire program is operated by the homeless people in the program now and those who have been rehabilitated by SOME.

The poverty seen at the center takes on many forms and varies with each individual. The less fortunate are homeless, unemployed, and alcoholic. Some are elderly, have health problems, or don't know how

to seek help. Others are simply abandoned and lonely.

Along with the meals at SOME, each person is met in a human way. From this personal contact, they come to know and trust the group, and the group in turn gets to know each person's individual needs.

Prior to the serving of the noon meal at SOME, the kitchen and dining area is alive with activity as staff people go about setting tables and



The kitchen is buzzing with activity as more than 200 men and women arrive for lunch. The thick chicken soup is served by SOME director, Dr. Maz (right), volunteers like Gene Pitman (above), as well as many of the participants in the SOME program.



checking in men and women looking for food and a warm place to spend a few hours.

SOME has a unique "motivation to change program" which begins with the soup line and continues with personal confrontations. One rule of the house demands that before the food is served, everyone must listen to one or two speakers who have overcome their drinking problems. Most of the recipients listen with interest. At the end of the meal each person is permitted to search for clothing through piles of shirts, trousers and shoes that have been donated by local churches.

One articulate young man tells how he began drinking at the age of 14 and continued into manhood before he came to the conclusion that in order to be helped he must first help himself. He expresses great satisfaction that he has now finished high school and has not been arrested in months.

"I never thought I would see this day," he declares. As an afterthought he adds: "You know, it's a funny thing. It's easier to get a drink than it is to get food. Folks will offer you a drink in a minute, but not food."

Another man who became a dope addict while serving in the military in Korea is proud of the fact that he has a steady job and is in a position to help others through SOME. "Alcohol carried me down into the gutter, but I got out," he says.

Several speakers call attention to statistics and facts about alcoholism. One points out that only 3 percent of all alcoholics end up on skid row, and that most alcoholics are in the 35 to 45 age group. Another explains that many addicts are turning from dope to alcohol because alcohol is cheaper.

The power behind SOME's operation is no ivory tower idealist. Dr. Maz works directly with the indigent and aged people on skid row to find solutions to the many problems of alcoholism.

She became interested in the hungry 4 years ago when two students in her sociology class at Georgetown University asked to see the inner city. During their visit through an area frequented by an

estimated 1,000 derelicts, they saw homeless people cooking over open kettles. While touring the neighborhood Dr. Maz ran into the Rev. Horace McKenna of St. Aloysius Church who had been passing out sandwiches to the poor.

In describing the events that led to her involvement with SOME Dr. Maz says: "I talked with Father McKenna that day and I returned to the neighborhood the following day. I kept going back, looking around and asking questions until I found myself totally involved."

Dr. Maz says she decided to do things on her own after she helped a religious organization write a proposal to receive funding to operate a soup kitchen and nothing happened. "I just said 'I'll do it myself.' I went through the newspapers, called up 13 people who I thought could help, including people at the Redevelopment Land Agency (RLA) and we went on from there. We met as a group and decided that we needed a building.

"As a last resort, we walked through the neighborhood looking at abandoned buildings. We finally found one at North Capitol and K Streets that had been boarded up by the RLA. We asked to use it and we got it. Then we scrounged around for equipment, and we were in business."

After SOME obtained a second building, Dr. Maz explains, the original building was changed into a dormitory for men who are being rehabilitated. For the most part, the essential renovations around the building have been done by the men who live in the SOME dormitory, where group counseling and therapy sessions are held daily.

The group also recently renovated a home for women which is now in use. The women's dormitory is known as "Shalom House" after the Hebrew word meaning "peace." The home was purchased with a down payment of \$1,000 from ten Catholic priests. The Health and Welfare Council of the National Capital Area has also appropriated a \$20,000 emergency fund for SOME. In the near future SOME hopes to have a center for the elderly in a nearby

Spanish-speaking neighborhood.

Dr. Maz says her greatest joy is in knowing that at least 70 individuals have been rehabilitated by coming into the soup kitchen and joining the AA (Alcoholics Anonymous) program.

When asked what effect the program has had on her life Dr. Maz explains: "I'm still the same person I was when I was teaching. Then I was assisting people with something. Here I'm assisting people with something, but the something has changed."

For the past 3 months, in addition to receiving donated food from a hamburger chain and a catering firm, SOME has obtained USDA-donated foods in the form of oatmeal, peanut butter, rice and butter. SOME was advised of its eligibility for donated foods by Eugene T. Pitman, a program specialist in the Food Distribution Division of the Food and Nutrition Service.

Mr. Pitman works as a volunteer with SOME and several other community groups in the Washington area. In recognition of his work, he recently received a Certificate of Appreciation from FNS Administrator Edward J. Hekman. The award recognized Mr. Pitman's contribution to SOME and his "unselfish and dedicated work" in Project 400, where he acted as counselor to students at a local junior high school.

Mr. Pitman is also the Director of Community Activities in the Knights of Columbus, Father Rosenstell Council, in Silver Spring, Md., and is extensively involved in fund raising and other charitable activities for the indigent poor. He was instrumental in scheduling a one-day forum at FNS on the problems of alcoholics. The forum was held in connection with a relatively new Federal program designed to assist government workers with drinking problems.

Of SOME Mr. Pitman says: "It's a tremendous program. Since I have worked with the group I have seen people, who seemed hopeless, get jobs. These people are now offering guidance and counsel to others. By setting this example they are proving what SOME is all about—helping others to help themselves." ☆

GETTING TEENS TO EAT LUNCH: TWO NEW WAYS

By Edward Hightower and
Ronald Rhodes

TRY TRIM-A-POUND

"WOW! LOOK AT ME—skinny as can be. Bet you'd never guess, Hapeville High's low calorie lunch is the best. The lunchroom staff has done it again, keeping us all fit and thin."

Sound like a strange statement coming from a high school teacher?

Maybe in some areas—but not in Fulton County, Georgia.

Fulton—which is Georgia's largest county and includes much of the metro-Atlanta area—has an innovative school food service director who believes in making the school lunch program a meaningful experience for students and teachers.

Mrs. Sloan and her staff have come up with a unique way to increase participation in the program, and, at the same time, help those who are waistline watchers.

"All 71 schools in our system take part in the National School Lunch

Program, administered by USDA's Food and Nutrition Service," Mrs. Sloan points out. "Some time ago, we were concerned that many of our teachers were not taking their meals in our lunchroom. Since teachers exert such a tremendous influence on the eating habits of their pupils, we wondered what we were doing wrong and how we could correct the situation."

The answer turned out to be that many teachers (and, it developed later, students as well) were watching their waistlines. Fearful they'd gain weight on the nutritious, generous servings included in Fulton's lunch program, they simply didn't eat at school.

Before long, Mrs. Sloan and her staff came up with the answer: The Trim-A-Pound Program, which is now in operation throughout the county school system.

Originally designed for weight conscious teachers, the plan has now been extended throughout the high schools so that students, too, may participate.

"We developed a special lunch, based on the same Type A pattern prescribed by both Federal and State standards," Mrs. Sloan explains, "only we changed the pace slightly, to provide a low-calorie lunch for the weight conscious faculty. Then, later, we extended the plan so that high school students could also take advantage of the low calorie meal, while still getting the required nutrients prescribed under the National School Lunch program."

In each high school, Fulton County provides two lunch lines—a regular line, and an express line. The express line offers a low-calorie plate similar to the one available to the faculty, but served with bread and butter and whole milk to meet all Type A requirements. "No soft drinks or snacks are sold," Mrs. Sloan points out.

Originally a pilot project, the plan now has been expanded system-

wide because of its great success.

The express line for students allows them to choose as entrees either a hamburger (alternated with hot dogs, pizzas, tacos, etc.) or a Trim-A-Pound selection. The students then pick up milk, bread and butter, and other Type A lunch requirements.

Each day the cafeteria offers two low-calorie entrees. One is a chef's salad bowl which includes: a combination of one or two meats—roast beef, chicken, turkey, ham, or tuna—and eggs, cheese, tomatoes, green peppers, red cabbage, celery, and lettuce. The other is a cold plate, usually consisting of fruit, cold cuts, and cheese or cottage cheese. Occasionally, a tuna salad plate is offered.

The low-calorie lunch has been widely accepted in all schools.

"Even the athletic department is elated over it," Mrs. Sloan says. "Many of our football coaches specify that boys with a weight problem must eat the Trim-A-Pound meal rather than the regular lunch."

The special effort has not only been an effective way of improving teacher morale, Mrs. Sloan says, but



A Hapeville High School cafeteria worker prepares a Trim-A-Pound fruit salad plate.

also has created goodwill for the whole food service program. And it has been beneficial to the health of both teachers and students.

Mrs. Sloan adds that another factor in the growth of the Fulton County lunch program has been strict requirements by the county with regard to lunchroom operation. Each school food service employee, for example, must complete the basic baking course of 90 hours.

The result: In a recent school year, 25 schools in the county baked all their own bread. Thirty others spent less than \$25 on bread items for the entire year!

The whole program is summed up by a teacher:

"When it comes to eating in cafeterias, I am a veteran of both high school and college facilities. Our lunchroom staff, in my opinion, does a lovely job. The variety is good; the taste is excellent. In fact, early in the year my friends awarded me the 'Golden Shovel Award' because I so obviously enjoy my lunch."



BUFFET MAKES THE DIFFERENCE

THE TWO SERVING lines are well-lighted with ultraviolet hanging lamps. The food—enchiladas, pinto beans, fried rice, mixed green salad, cornbread, hamburgers—is attractive and accented by a relish tray.

Customers move through the buffet line filling their plates with as much as they can eat of each food. The line is orderly and reasonably quiet.

A Sunday buffet at a local restaurant? No, it's a typical school lunch served at the Gladewater High School cafeteria in Texas.

The school lunch buffet was the brainchild of Raydell Goggans, director of business services for the Gladewater School District.

Aware of the need for added interest in the lunch program, Mrs. Goggans was impressed by the buffet served at a nearby college. The

food and service were excellent.

But would it work in a high school? One of the first concerns was cleanliness. Could the food be kept sanitary? Would the serving line become messy? She had a lot of reservations, but she felt it was worth a try.

With the backing of Superintendent of Schools Roy Johnson, the buffet started as an experiment in May last year.

Before beginning the buffet, teachers discussed with the students the components of a Type A lunch required by USDA in the National School Lunch Program and explained why each component is needed for a well-balanced meal. They also pointed out that success of the experiment would depend upon student conscientiousness in selecting a Type A lunch in the buffet line.

The buffet won the support of the Student Council, which was asked to evaluate the lunch program and make suggestions.

After one week, school officers declared it a success. The buffet lines were orderly. Keeping the food clean was no problem and students were careful to choose a well-balanced meal.

The buffet lunch won the overwhelming approval of the students. The Student Council made only two suggestions—return salt and pepper shakers to the tables and eliminate soup and sandwich lunches (a faculty favorite) from the menu.

"We returned the salt and pepper shakers to the tables with the understanding that misuse, such as throwing salt at one another (the reason for their removal in the first place) would be grounds for their removal," explains Mrs. Goggans. "The students have cooperated beautifully with this request."

"The attitude of the entire student body toward the lunch program showed a remarkable change," points out Superintendent Johnson. He and Mrs. Goggans attribute this change to the added freedom given the students to select the food they eat each day.

"Before the buffet, grumbling about the food in the serving line

was an everyday affair," says Mrs. Goggans. "Someone was always complaining that he didn't like this or that. Now even blackeye peas—once a familiar 'gripe,' are extremely well accepted."

Comments from students that "the food is so much better" since the start of the buffet bring chuckles from cafeteria manager Allyene Rose and Thelma Grayson, food service supervisor.

"The food is prepared the same way it always has been," says Mrs. Rose. "It's the serving method that makes the difference."

Mrs. Rose checks plates when students come by the cash register, but has virtually no problem with students not selecting the Type A menu for lunch.

Students do consume more food with the buffet method, but the new arrangement has enabled the school system to manage with one less staff member. Man hours have also been cut because fewer employees are needed to keep the serving line in order. This allows workers to wash



dishes and do other jobs which formerly had to be done after the noon hour was over.

An added bonus—plate waste has virtually disappeared. Food thrown away each day amounts to less than half a garbage can—in the past the usual amount was three cans per day.

"Most of the waste is bread," says Mrs. Rose. "The students fill up on other foods."

Consumption of desserts has decreased to such an extent that servings have been cut in half.

And students are more willing to try new foods in the buffet line, cafeteria workers have discovered. They've accepted such foods as squash with cheese sauce with absolutely no problem.

Complaints about "leftovers" served on Fridays have been solved, too. "We hate to see good food go to waste," reports Mrs. Goggans, "so the cafeteria staff serves it as an additional selection at the end of the week. Now, if we don't have a 'bonus' food on Friday, we hear

about it from many of the students."

Before the buffet, the school operated a snack bar in addition to the regular Type A lunch line. With the buffet working so well, there's no need for the snack bar. Now the students are eating better and the cafeteria is able to operate with only one cashier during the noon hour.

The success of the program also shows up in the number of children eating each day—an increase of about 50 per month since the new program began.

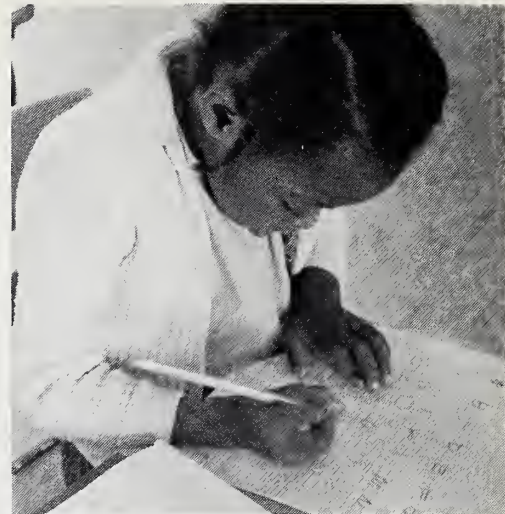
The faculty backs the students in enthusiasm for the buffet. And coaches are particularly pleased that their athletes are getting all the food they want.

As one coach told Mr. Grayson, "I wouldn't have given you two cents for the buffet lunch when you started it. Now, I agree with the kids that it's the greatest."

Would Gladewater consider going back to the old system? "No way," says the superintendent. "The students wouldn't let us." ☆



Lunch customers at Gladewater High School move quickly through the buffet line selecting the foods they want. At the end of the line the cafeteria manager checks to make sure that students choose complete Type A meals.



LOUISIANA- 100% SCHOOL LUNCH

By Ronald Rhodes

A ONE-ROOM SCHOOL was keeping the State from having a perfect record.

Of the more than 1,750 public schools in Louisiana, Australia Island elementary school in Madison Parish was the only one that did not participate in the National School Lunch Program.

State Superintendent of Education Louis J. Michot was more concerned about the nine children in the school than he was about his State's school lunch record.

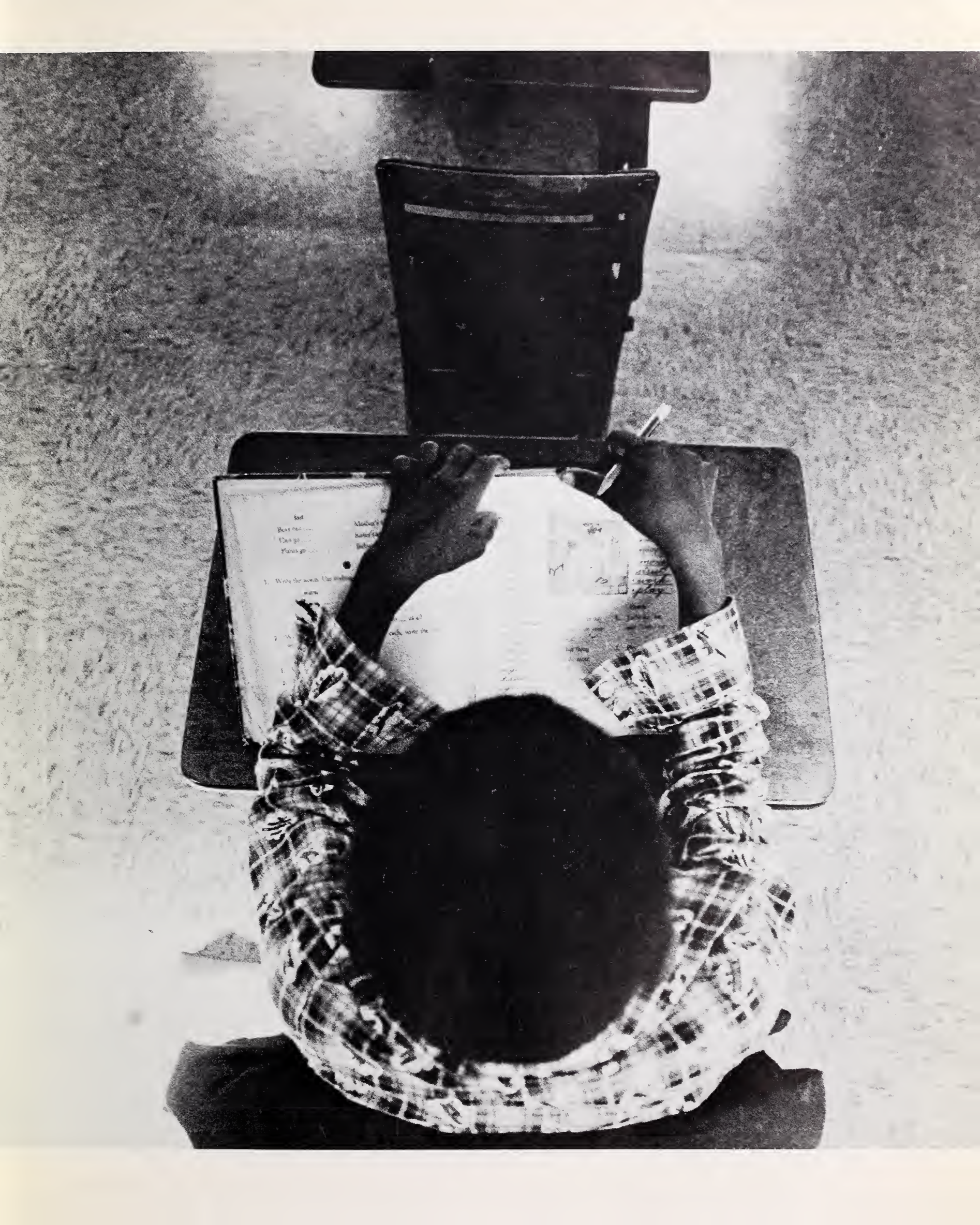
So Ronald Carriere, Director of Local School System Services, asked Ann Register, area food service supervisor for northeast Louisiana, to see what could be done for Australia Island.

She found that the school badly needed food service. Only one or two of the children ate breakfast. And most seldom had anything to eat at lunch, since both parents work during the day on the plantation where the school is located.

Mrs. Register also found that the State faced some problems in getting food service to the children. While the school is only about 10 miles from Tallulah, the parish seat, to reach it requires crossing the Mississippi River into the State of Mississippi at Vicksburg and, driving



Australia Island's only teacher, Melba Parker, gets a smile from one of her students as she helps her with her soup n' sandwich lunch. The school recently started a school lunch program.



north, a one-way trip of about 65 miles.

"Obviously, serving food to these children each day was going to be difficult," said Mrs. Register, "but the need was there."

So she and Mrs. Dicks Whitfield, the food service supervisor for Madison Parish, hit upon the idea of freezing food prepared by the schools in Tallulah and sending it to the Australia Island school periodically. School cafeterias in Tallulah, they figured, could set aside food to be frozen for the Australia Island children.

Melba Parker, Australia Island's only teacher, enthusiastically endorsed the idea. She had long been concerned that the children did not eat at all during the school day.

"We quite often had classes through the noon hour, since the children did not eat," she said.

Mrs. Parker agreed to pick up on a weekly basis milk and other items which could not be frozen. The parish school board approved the idea, and soon the Australia Island school not only started a lunch program, but a school breakfast program as well.

"I think they had the program operating the day I signed the papers," laughed Carriere.

Using special equipment funds provided by the Food and Nutrition Service, Carriere's office bought a refrigerator-freezer and a hot plate for the school.

"So far we're limiting lunches to soup, sandwiches, milk and fresh fruit," says Mrs. Whitfield. "However, we're checking to see what other items can be frozen satisfactorily for the school."

The soup is frozen in containers which hold enough for one day. These containers are placed in ice chests and twice a month transported to the school, where they are kept frozen until needed. Four ice chests are used. When two containers with frozen food are brought to the school, Mrs. Parker sends back the empty containers in the other two chests.

According to Mrs. Parker, preparing the food is "no trouble at all." She transfers the frozen containers

of food out of the freezer and into the refrigerator to thaw the evening before the food is to be used. The next day she heats the soup, prepares the sandwiches and fruit, and a Type A meal is ready for the children of Australia Island.

Breakfast may be milk, fruit juices, cinnamon rolls, biscuits with butter and syrup—and occasionally doughnuts, which were new to the children.

Plates and eating utensils all are disposable, so there is little cleaning up for Mrs. Parker to do after the youngsters finish their meals.

Are the children enjoying the food? "They eat every bite," said Mrs. Parker. She can already see a difference in their schoolwork. "They don't fall asleep at their desks now," she added.

And they're learning to like foods they had never tasted before. "For instance, one little boy reported that apricots weren't 'quite as bad' the second time they were served," pointed out the veteran school teacher.

The students' favorite sandwich is bologna, but they also like cheese, other types of luncheon meat, and peanut butter and jelly.

The peculiar situation of Australia Island is the result of the Mississippi River changing course back in the 1860's, when the island was formed. Later the "old river" was leveed off, creating a land access to the island from the State of Mississippi, although the island area belongs to Louisiana.

This section of the country has important historical significance. One of the major battles of the Civil War was fought at Vicksburg a few miles down the river, and across Bagle Lake from the school is an old home which once served as a Confederate hospital.

But for the Louisiana Department of Education, the special significance of the Australia Island school is that part of the daily nutritional needs of the island children are being met through the school lunch and breakfast programs. And, incidentally, that Louisiana's public school participation in the National School Lunch Program is 100 percent. ☆

Reaching the Migrant Child

FROM CITRUS GROVES in the Texas Valley and California to the beet and potato fields of Colorado—the migrant families follow the harvest and the crops.

The children move with their parents, spending 2 or 3 months in a school, then moving on to another.

At one time these children were faced with an almost hopeless learning situation—encountering a new classroom environment and a differ-

ent educational system every few months. Many spoke only Spanish and had difficulty because of language problems. Few attended school for any length of time.

Interest in a special program for migrants began in Colorado in the 1950's when a teacher saw children sitting by the roadside each day while their parents worked in the fields. Soon she started taking the children to school with her.

In 1953, the State of Colorado provided small grants to help in providing special education for these children. Since that time, with additional Federal funding, special education programs for migrants have strengthened in Colorado and other States across the Nation. And along with concern for the educational needs of migrant children there has been widespread recognition of other needs—nutritional needs.

Now through the cooperative efforts of Federal, State, and local agencies, migrant youngsters are benefiting from special programs that provide nourishing food as well as education. Thousands receive free and reduced-price lunches under the National School Lunch Program during the school year. And during summer months, they receive nutritious meals or snacks at recreation centers participating in the Special Food Service Program for Children.

"But having the food is only half the battle in improving the children's diet—you have to get them to eat it," points out Peggy McReynolds, special consultant with the Colorado Department of Education who works with the migrant program.

Most of the children in the migrant program are Mexican-American and are unfamiliar with many of the foods served.

Schools in Colorado have found a number of ways to help the children accept new foods. Some conduct tasting parties to introduce the migrant children to unfamiliar foods.

"Often a food we consider ordinary may be one the children have never seen before," says Inez Clemens, food service director for the Longmont schools. "For instance, when applesauce was served to a group of children for the first time,

they tried to drink it through a straw."

Food service personnel used a tip from teachers working with the migrant children who find the Mexican-American child often responds 100 percent better to materials presented in Spanish. Instead of serving strictly American dishes, the cafeterias now include ethnic foods in the menus.

"When they see food on their plate like their mother prepares at home, they identify with it," says Ms. McReynolds. "Since the food they eat at home is acceptable, they feel a sense of worthiness."

With the introduction of ethnic foods in the menu, both during the regular school year and in the summer program, some of the school districts hired migrants to work as cafeteria aides and cooks. Their experience in preparing the special food has been a real asset. In at least one school a migrant mother has been hired full time, enabling her family to settle in the area.

Cafeterias often alternate the menus during the week, serving a Mexican-American lunch one day and a strictly American meal the next. And sometimes they mix traditional Mexican-American dishes with regular Anglo menus.

Ms. McReynolds reports that there have been some surprises.

"In one center we served Spanish rice with fried chicken and quickly found that the children really preferred mashed potatoes to the rice," she says.

In some centers food service personnel furnish the supervisors with a list of foods to be served. If there is a food on the menu the supervisors suspect may be new to the children, they discuss it with them.

Field trips have become an important part of the summer program in Colorado. The children visit zoos, packing plants, libraries and police and fire stations. Since these trips usually last the entire day, food service personnel pack complete, well-balanced lunches and meal supplements for the children.

"Food is a very important part of the entire migrant education setup," points out Ernest Maestas, supervisor

of the Colorado Migrant Education Program. "The child's personal welfare either helps or hinders educational development. In many cases the food the migrant child eats at the center may be the only well-balanced meal he gets during the entire day."

Almost everyone involved agrees that the migrant program works extremely well with younger children. However, children still drop out in large numbers about the age of 12, when they are old enough to work in the fields and become valuable to the family income.

At some places, such as Greeley, the migrant program reaches the older youth through night schools.

"It really takes a lot of dedication to work in the fields 10 hours a day and then attend classes at night," points out Richard Rangel, director of the Greeley Migrant Education Program.

Rangel and his staff have also been able to get older children in a "work and earn" program started last summer in Greeley. The student attends vocational class a half day and then applies what he has learned at on-the-job training the rest of the day. He is paid for his work and is able to contribute to the family income.

"Many migrant parents are recognizing that their children cannot expect to earn a living in the field when they grow up, because of the increased mechanization moving into the harvest fields," says the Colorado Migrant Education Program director. "So they are beginning to see the need for their child to learn to do something else."

Although originally set up for the summer to help migrant children keep pace with their classmates during the regular school year, the migrant program now provides year-round help to these students.

Why Colorado's interest in helping the migrant family? Ralph Randel explains that the people of Colorado respect the migrants for their willingness to travel to all parts of the country for temporary labor in order to provide for their families.

"After all," he says, "they come here to work."





FOOD STAMPS AND THE GROCER



THERE ARE MORE than 180,000 food stores authorized to accept food coupons. Serving the more than 12.5 million food stamp participants, they range from fruit and vegetable stands to giant supermarkets, food cooperatives, mom and pop stores, meat markets, trading posts—and a variety of other establishments that sell food for home consumption.

To be authorized to handle coupons, these stores must stock eligible food items. In addition, they must agree to accept coupons only in exchange for food for human consumption and to abide by the other program regulations. The willingness of grocers to follow program regulations is essential to the success of the food stamp program.

"It is at the checkout counter where the intent of the program fails or succeeds," says Dick Mellinger, food stamp program director for USDA's western region. "If a retailer allows customers to purchase nonfood items with coupons, low-income households may be able to wash the dishes, shine the floor, or feed the pet better—but they won't be able to eat more and better foods."

By abiding by the rules that govern retail acceptance and handling of food coupons, the retailer is, in effect, compelling the food stamp customer to abide by the regulations governing his use of the coupons.

Mellinger also suggests that participating retailers have a stake in a successfully operated program. It

means increased food sales for them because their low-income customers have more food purchasing money.

"For many retailers, especially those located in and around areas with concentrations of low-income residents, participation in the program is essential to the life of their business," he says. "This applies to the corner grocery store as well as the large supermarket."

The Food and Nutrition Service has an on-going program to obtain retailer compliance with the food stamp program regulations. One important part of this program is an extensive educational effort directed at the retailer. The success of this effort is reflected in the record of retailer compliance.

Servicing the 180,000 authorized retailers are 180 Food and Nutrition Service field offices staffed by some 530 field representatives. Through one-to-one contact with retailers and a variety of other activities, these representatives continually educate retailers and promote voluntary compliance.

The education begins the moment a business voluntarily makes application to participate in the food stamp program. Before an FNS field representative takes the application, he explains how the program operates and what the retailers responsibilities are.

Then shortly after the store is authorized, the field representative visits the retailer to again discuss the program regulations in detail.

Field representatives make regular

"education" visits to all authorized stores in their project areas. Usually they meet directly with store owners or managers and discuss the handling of food coupons, clarify regulations, and answer questions.

Because food stamp program regulations hold the owner or manager of a store responsible for the actions of his employees in most instances, it is important to the retailer to educate his employees in food stamp program regulations. Many stores conduct regular food stamp program training and refresher courses for their employees. FNS field representatives are available to assist in these training sessions whenever their assistance is requested.

In some instances field representatives have been asked to give presentations to students enrolled in checker training courses at colleges, vocational training schools and commercial training schools.

In the western region a program to get food stamp information to future checkers and retail clerks began in the Los Angeles, Calif., area in 1966. Jim Smith, who is now



officer-in-charge of the FNS field office in San Jose, was assigned to this program as part of his duties as field representative for Los Angeles County.

His first presentation at Long Beach City College was so successful that he received a standing invitation to make the presentation at the end of every 6-week training course. Smith estimates that during the 2

years he spoke to day and evening classes, he reached well over 500 persons.

"I gave the class so many times," he says, "that the course instructor asked me when I was going to apply for my teaching credentials."

Smith often sees the results of his presentations during store visits. "Checkers come up to me, say hello, and remind me that we met at the college," he says. "And store managers—especially those in large chain stores, often comment that their new Long Beach City College trained checkers are very well informed about the food stamp program."

The effort to reach students in checker training courses extends throughout the Nation. FNS field representatives are available to assist instructors or consultants at institutions conducting grocery checker training. In many cases, they provide USDA publications and other food stamp information oriented toward retailers.

In addition to educational visits, field representatives make what are called compliance visits.

Frequently compliance visits are prompted by complaints alleging that violations are occurring at a store. In such instances, the field representative explains the suspected violation to the retailer without revealing the source of the complaint and asks for an explanation. He may discover that misunderstanding or new, untrained clerks were the cause.

In such cases, the field representative takes the opportunity to stress the importance of the regulations and the responsibility of the retailer for his employees. To further emphasize the retailer's responsibilities and the program regulations, the field office sends a letter to the firm confirming the compliance visit.

There are also other types of compliance visits not growing out of complaints from citizens. For example, a field representative may spot a violation while waiting to talk to a busy store manager—or off-duty while doing the family grocery shopping.

OIC Jim Smith recalls spotting a

violation directly in front of him at the checkout stand one weekend while shopping at a large chain store. He immediately sought out and confronted the manager of the store. They found that the errant checker was a part-time employee who was not aware of his mistake. The manager admitted to some laxity in providing food stamp training and assured Smith that he would have all of his employees review the regulations.

"The important thing here," Smith says, "is not that we spotted a violation but that compliance was achieved through education and not penalty."

Many compliance visits grow out of an analysis of an increase in food stamp redemptions. From monthly computer print-outs of food stamp redemptions, field representatives can pinpoint those businesses redeeming a substantially larger amount of food stamps in relation to their food sales than other stores in the area. The representatives visit these stores and determine the reason for their volume of redemptions.

During the visit, they inform the retailer of the agency's concern that violations may be causing the store's high food stamp volume. The retailer is given an opportunity to explain the reasons for his heavy food stamp business. If the explanation given is not satisfactory, the business may be marked for investigation.

Investigations show that a vast majority of the authorized firms are complying with the regulations. Between 1965 and 1973, FNS investigated approximately 10,000 stores suspected of mishandling food coupons. Of these, 2,000 had committed serious violations that caused them to be disqualified from the program.

The food stamp program has meant increased food sales and greater profit for participating retailers. For most, this has been reason enough to voluntarily comply with the program's regulations. However, for those who have chosen not to comply with the regulations, disqualification from the program has led to loss of customers and income, and for some, business failure. ☆

Shopping Tips for Food Stamp Customers



Elda Trevino selects a variety of foods to use in setting up the food stamp display.

DOES THE ADDED FOOD buying power of a food stamp family assure a better diet?

The combined efforts of three government agencies in Texas are aiming to see that it does. The Texas Extension Service is working closely with the State Department of Public Welfare and USDA's Food and Nutrition Service in helping low-income families with food buying.

In meetings held this year in each of the 13 Texas Extension districts, representatives of the FNS Nutrition and Technical Services Staff and Food Stamp Program met with the State welfare department and Extension agents from every county in the State to discuss ways Extension can help food stamp recipients meet their nutritional needs. All of Texas' 254 counties are now operating food stamp programs.

"Extension is the educational arm of the U.S. Department of Agriculture," explains Florence Low, Assistant Extension Director for the State, "so we have an obligation to help food stamp recipients in food buying."

To give Extension agents some ideas to use in working with low-

income families, Emma Nance and Elda Trevino of the West-Central NTS staff discussed the USDA economy food plan and showed how it can be used to help food stamp customers.

Mrs. Nance points out that the cost of a 1-pound box of rice in one store varied from 23 cents to 37 cents. "You frequently see a 1- to 10-cent price spread in products among the various brands," she adds. "Naturally, when you're purchasing a week's food supply for a family, the savings add up."

They also set up a food exhibit that shows how to use wise shopping practices and price comparison.

The food display has proved to be an attention getter both from food merchants and customers in Oklahoma and other areas where it has been used extensively.

"We seem to be reaching many shoppers other than food stamp customers," says Mrs. Nance, "since the display attracts a lot of interest. Many are amazed that so much food can be bought for \$30."

The display, which NTSS is encouraging Extension agents to arrange for placement in food stores

in their communities, is based on the economy food plan for a family of four for one week. The display includes enough foods from the Basic Four food groups to meet the minimum nutritional needs of the family.

Mrs. Nance emphasizes that the exhibit is simple to set up. Except for signs pointing out the purpose of the display and some crepe paper and ribbon, nothing other than the food itself is required.

According to Mrs. Low, Texas Extension agents will develop and carry out plans for working with food stamp families. The agents will also evaluate the plans and results.

Training provided the agents to communicate nutrition to food stamp users covers many facets. These include plans for conducting meetings, and developing radio and television spots and news releases.

"If we can educate these families in wise and careful food shopping," says Mrs. Nance, "then we will have come a long way toward reaching the goal of the food stamp program—to eliminate hunger and malnutrition in this country." ☆

Official Business.

Penalty for Private Use, \$300

POSTAGE
& FEES PAID
U.S. DEPT.
OF
AGRICULTURE
AGR 101



THIRD CLASS BLK. RT.
Permit Number .005-5

EARL L. BUTZ
Secretary of Agriculture

CLAYTON YEUTTER
Assistant Secretary of Agriculture

EDWARD J. HEKMAN
Administrator
Food and Nutrition Service

JANICE A. KERN, Editor
MARCIA B. EDDINS, Art Director

FOOD AND NUTRITION is published bimonthly by the Food and Nutrition Service, U.S. Department of Agriculture, Washington, D.C. 20250. The use of funds for printing this publication was approved by the Director of the Office of Management and Budget December 26, 1973. Yearly subscription is \$2.50 domestic, \$3.15 foreign. Single copies 45 cents each. Subscription orders should be sent to the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

Reference to commercial products and services does not imply endorsement or discrimination by the Department of Agriculture.

Prints of photos may be obtained from Photo Library, U.S. Department of Agriculture, Washington, D.C. 20250.

U.S. DEPARTMENT OF AGRICULTURE

contents

- 2** So Others Might Eat
- 5** Try Trim-A-Pound
- 6** Buffet Makes the Difference
- 8** Louisiana - 100% School Lunch
- 10** Reaching the Migrant Child
- 12** Food Stamps and the Grocer
- 15** Shopping Tips for Food Stamp Customers